

Privacy policy

The protection of your privacy when processing personal data is important to us. If you visit our website, our web servers save the IP of your internet service provider, the website you are visiting us from, the websites you are visiting of ours and the date and duration of your visit as standard. This information is essential for the technical transfer of websites and the secure server operation. This data is not subject to a personalised evaluation.

If you send data to us with the contact form, this data will be stored on our server for backup purposes. Your data is used by us solely to deal with your request. Your data is treated as strictly confidential. The data is not forwarded to third parties.

Personal data

Personal data is data about you. It includes your name, address and e-mail address. You also do not have to divulge any personal data to be able to visit our website. In certain cases, we will require your name and address as well as additional information in order to be able to offer you the service you require.

The same is true if we provide you with information materials on request or if we answer your queries. We will always notify you of this in these cases. We also only save the data which you have sent to us automatically or voluntarily.

If you use one of our services, we only usually collect the data that is needed to be able to offer you our service. We may ask you for further information, but this is of a voluntary nature. Whenever we process personal data, we do this to enable us to offer you our service or to pursue our commercial goals.

Automatically saved non-personal data

If you visit our websites, we will save certain information for administrative and technical purposes. This includes: Type and version of the browser used, date and time of access and the IP address.

This data is anonymous and is only used for statistical purposes and to improve our internet and online services.

This anonymised data is stored - separately from personal data - on secure systems and cannot be allocated to individuals. This means that your personal data remains protected at all times.

Cookies

If you visit our website, we save information on your computer in the form of cookies. Cookies are small files that are transferred by an internet server to your browser and stored on your hard drive. Information is stored in the cookie that is associated with the specific terminal device used. This does not mean, however, that we obtain direct knowledge of your identity.

On the one hand, cookies are used to make the use of our services more convenient for you. We use so-called essential cookies to ensure the basic functionality of our website.

In addition, we also use cookies to optimize user-friendliness (see under "Comfort"), which are stored on your end device for a certain defined period of time. When you visit our site again to make use of our services, we automatically recognize that you have already been to our site before and which entries and settings you have made so that you do not have to enter them again.

On the other hand, we use cookies to record the use of our website statistically and to evaluate it for the purpose of optimizing our offer for you (see "Statistics"). These cookies allow us to automatically recognize that you have already visited our website when you return. These cookies are automatically deleted after a defined period of time.

We also make use of cookies to optimize our marketing activities and to offer customers more relevant content (see "Marketing").

We require the data processed by cookies for the above-mentioned purposes in order to safeguard our legitimate interests and those of third parties in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR.

You may of course also visit our website without accepting cookies. If you do not want your computer to recognise you on your next visit, you can also reject the use of cookies by changing the settings in your browser to "Reject cookies". You can find information on this procedure in your browser's instructions. However, if you reject the use of cookies, this may lead to restrictions in the use of some areas of our website.

Use of Google Analytics with anonymisation function

We use Google Analytics, a web analysis service from Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, hereinafter "Google", on our site. Google Analytics uses what are known as cookies, which are text files that are stored on your computer and help to analyse your use of the website. The information generated by these cookies, for example time, location and number of visits to our website including your IP address will be possibly also transferred to Google in the USA and stored there.

We use Google Analytics on our website with the suffix "_gat._anonymizeIp". Your IP address will in this case be truncated within the Member States of the European Union or in other contracting parties to the Agreement on the European Economic Area and anonymised.

Google will use this information to evaluate your use of our site, to compile reports on the website activities for us and to provide further services associated with website and internet use. Google will also transfer this information to third parties if this is prescribed by law or if third parties process this data on behalf of Google.

Google states that it will not use your IP address in connection with other data from Google. You can prevent the installation of cookies by setting your browser software accordingly. However, we would like to point out that you may not be able to make full use of all functions of our website in this case.

Google also offers a deactivation add-on for the most common browsers, which gives you more control over which data is recorded by Google on the websites you have accessed. The add-on informs the JavaScript (ga.js) of Google Analytics that no information should be communicated on the website visit to Google Analytics. The deactivation add-on for the browser of Google Analytics does not prevent information being sent to us or to other web analysis services used by us however. Further information on the installation of the browser add-on can be found under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>

If you visit our site with a mobile device (smartphone or tablet), you must click on this link instead to stop tracking from Google Analytics within this website in future. This is also possible as an alternative to the above browser add-on. By clicking on the link, an

opt-out cookie will be set in your browser that is only valid for this browser and domain. If you delete the cookies in this browser, the opt-out cookie will also be deleted which means you have to click on the link again.

Our website uses the functions of Google Analytics in conjunction with the functions of Google AdWords and Google DoubleClick across all devices. Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is the provider.

This function enables the advertising target groups created with Google Analytics to be linked to the functions of Google AdWords and Google DoubleClick across all devices. This means that interest-based, personalised advertising messages that were adapted to you depending on your earlier usage and surfing behaviour on an end device (e.g. mobile phone) are also displayed on another of your end devices (e.g. tablet or PC).

If you have given Google your consent in your Google account, Google will connect your web and app browser activity to your Google account for this purpose. This enables the same personalised advertising messages to be displayed on every end device you are registered on with your Google account. To support this function, Google Analytics records Google-authenticated IDs of the users that are temporarily linked to our Google Analytics data in order to define and create target groups for advertising across all devices. If you have not approved the link between a Google account and the web or app browser, the ID and other data will not be collected using the remarketing function.

You can permanently object to remarketing/targeting across all devices by deactivating personalised advertising in your Google account; follow this link to do this:
<https://www.google.com/settings/ads/onweb/>

More information and the data protection regulations can be found in the Google privacy statement at: <http://www.google.com/policies/technologies/ads/>

Google Ad Services / Google AdWords Conversion

This website uses tools for "online marketing" from Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. This is used to detect when a user comes across a Google advertisement on our website. Google uses cookies that are stored on your computer and enables an analysis to be carried out of your use of the website. The cookies for this "Conversion Tracking" are set if you click on an advertisement displayed by Google. These cookies are no longer valid after 30 days and are not used to identify a person. If you would like to prevent "Conversion Tracking", you can set your browser so that cookies from the "googleadservices.com" are blocked. You can also make use of your right to opt-out on the following page: <http://www.networkadvertising.org/choices/>

If you would like to find out more about these methods or know what options you have to prevent Google from using this information, click here: <https://www.google.com/settings/ads/onweb/>

Use of Google Remarketing

This website uses the remarketing function from Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland; "Google"). The function is used to present interest-based advertisements to website visitors within the Google advertising network. The technology enables us to display automatically generated, target group-oriented advertising after your visit to our website. The advertisements are based on products and services you have clicked on when you last visited our website. A cookie is stored in the browser of the website visitor for this purpose that enables the user to recognise when it loads websites that belong to the Google advertising network. Cookies are small text files that are stored in your browser when visiting our website. Google normally stores information such as your web request, the IP address, the browser type, the browser language, the date and time of your request. This information is used to allocate the web browser to a particular computer. Advertisements can be presented to the visitor on the pages of the Google advertising network which relate to content that the user has accessed before on websites that use the Google remarketing function.

If you agreed to your Google browser history being linked to your Google account and information from your Google account is used to personalise advertisements at <https://www.google.com/settings/u/0/ads/authenticated>, the remarketing function is also performed on all devices. Your Google ID will be collected from Google and used for the purpose of identification across all devices.

By its own account, Google does not collect any personal data for this procedure. If you still do not wish to use the Google remarketing function, you can deactivate it by making the corresponding settings at <http://www.google.com/settings/ads> or in the "My account" section.

You may alternatively deactivate the use of cookies for interest-based advertising on the advertising network initiative by following the instructions at <http://www.youronlinechoices.com/uk/your-ad-choices> or <http://optout.networkadvertising.org/> - !/.

You can also prevent the storage of cookies by setting your browser software accordingly. However, we would like to point out that you may not be able to make full use of all functions of this website in this case.

More information on how Google uses cookies can be found in the [Google Privacy Statement](#).

DoubleClick by Google

DoubleClick by Google is a service from Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). DoubleClick by Google uses cookies to show you advertisements that are relevant to you. A pseudonym identification number (ID) is allocated to your browser in order to check which advertisements were displayed in your browser and which advertisements were retrieved. The cookies do not contain personal information. The use of DoubleClick cookies enables Google and its partner websites to only display advertisements based on previous visits to our or other websites on the internet. The information generated by the cookies are possibly also transferred by Google to a server in the USA for evaluation and stored there. Google adheres to the data protection regulations of the "Privacy Shield" agreement and is registered with the "Privacy Shield" programme of the US Department of Commerce. Google only transfers data to third parties based on legal provisions or within the framework of contract data processing. Google will not merge its data with other data collected by Google.

By using our websites, you agree to the processing of data collected about you by Google and the aforementioned method of data processing as well as the designated purpose. You can prevent the storage of cookies by setting your browser software accordingly. However, we would like to point out that you may not be able to make full use of all functions of our websites in this case. You can also prevent the collection of data generated by cookies and relating to your use of websites as well as the processing of this data by Google by downloading and installing the browser plug-in available under the following [link](#) under the item DoubleClick deactivation enhancement. You may alternatively deactivate the DoubleClick cookies on the Digital Advertising Alliance site using the following [link](#).

Use of the ADOBE ANALYTICS analysis service (Omniture)

The "Adobe Analytics" service, a web analysis service of Adobe Systems Software Ireland Limited (hereinafter: "Adobe" is also used in our online shop. Adobe Analytics uses what are known as cookies, test files, that are stored on your computer and which enable your use of the website to be analysed.

If the information generated by the cookie in relation to the use of the website is sent to an Adobe server, the settings will ensure that the IP address is anonymised before the geolocalisation and is replaced by a generic IP address before being saved.

Google will use this information on our behalf to evaluate the use of the website by the users, to compile reports on the website activities and to provide us with further services associated with website and internet use. The IP address sent by your browser as part of Adobe Analytics will not be merged with other Adobe data.

If you would like to prevent the use of cookies, you can do this as described in more detail in (-> **5.**). You can also prevent the collection of data (incl. your IP address) generated by the cookie and relating to your use of the website as well as the processing of this data by Adobe by downloading and installing the browser plug-in available under the following link: <http://www.adobe.com/de/privacy/opt-out.html>.

Google Tag Manager

This website uses Google Tag Manager. The Tag Manager does not collect personal data. The tool triggers other tags that record data under certain circumstances. Google Tag Manager does not have access to this data. If it has been deactivated at domain or cookie level, it remains in place for all tracking tags that are implemented with Google Tag Manager. Google's privacy notices for this tool can be found here: <https://www.google.de/tagmanager/use-policy.html>

Use of Google AJAX Search API

We use Ajax on these sites. Google AJAX Search API is a service from Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The loading speeds are optimised with this tool. Program libraries are accessed from Google servers and the CDN (Content delivery network) is used by Google for this purpose. If you have used jQuery before on another Google CDN site, your browser will revert back to the cached copy. If this is not the case, a download is required and data from your browser will be transmitted to Google Inc. ("Google"). Your data will be transferred to the USA. For more information, please refer to the privacy notices of the provider under <http://www.google.de/intl/de/policies/privacy/>.

Bing Ads

This website uses "online marketing" technologies of Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA ("Microsoft"). These technologies are used to detect when a user comes across a Bing advertisement on our website. Microsoft uses cookies that are stored on your computer and enables an analysis to be carried out of your use of the website. No personal information is processed regarding the user's identity.

If you do not want Microsoft to use the information on your behaviour as explained above, you can set your browser so that the automatic placement of cookies is deactivated. You can also make use of your right to opt-out on the following page: <https://account.microsoft.com/privacy/ad-settings/signedout>

Further information on data protection and on the cookies used at Microsoft and Bing Ads can be found on the Microsoft website:
<https://privacy.microsoft.com/en-US/privacystatement>

Seznam Ads

This website uses behavioural targeting and retargeting technology from the Sklik service which is operated by Seznam.cz, a.s, Prague 5, Radlická 3294/10. These technologies are used to detect when a user comes across a Seznam.cz advertising network on our website. Seznam uses cookies that are stored on your computer and enables an analysis to be carried out of your use of the website. No personal information is processed regarding the user's identity.

If you do not want Seznam to use the information on your behaviour as explained above, you can set your browser so that the automatic placement of cookies is deactivated. You can also make use of your right to opt-out on the following page:
<https://o.seznam.cz/ochrana-udaju/personalizovana-reklama/>

Further information on data protection and on the cookies used at Seznam can be found on the Seznam website:
<https://www.seznam.cz/reklama/en/obsahovy-web/pravidla-reklamy/gdpr/>

LinkedIn Insight Tag

We use the LinkedIn Insight Tag, tracking technology from the LinkedIn platform, an offering from LinkedIn Ireland, Wilton Plaza, Wilton Place, Dublin 2 (Ireland), on individual pages. The aforementioned LinkedIn technology allows you to view more relevant advertising based on your interests. LinkedIn also provides us with aggregated

and anonymous reports of ad activities and information about how you interact with our website.

LinkedIn uses cookies for this purpose. The information obtained with the cookie is used to produce the aforementioned anonymous statistics and reports and to display advertising based on your interests.

You can find more information on data protection at LinkedIn at:
<https://www.linkedin.com/legal/privacy-policy>

The use of HotJar

This website uses HotJar, a service that analyzes the online behavior and voice of website users by Hotjar Ltd. („Hotjar“) <http://www.hotjar.com>, 3 Lyons Range, 20 Bisazza Street, Sliema SLM 1640, Malta, Europe). HotJar uses “cookies”, which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address in an anonymized format) will be transmitted to and stored by Hotjar on servers in Ireland (EU).

The sole purpose of passively collecting your information is to improve your experience when using this website. Through the Hotjar code embedded on our website, the information collected and processed includes Device-specific data. The following information may be collected related to your device and browser:

Device-specific data

- Device's IP address (captured and stored in an anonymized format)
- Device screen resolution
- Device type (unique device identifiers)
- Operating system, and browser type
- Geographic location (country only)
- Preferred language used to display the Hotjar Enabled Site

User interactions

- Mouse events (movements, location and clicks)
- Keypresses
- Log data for a sampling of visitors

Our servers automatically record information which is collected from Customer Websites and Our Site. This data includes:

- Referring URL and domain
- Pages visited
- Geographic location (country only)
- Preferred language used to display the web page
- Date and time when website pages were accessed

By using this website, you implicitly accept the terms of the personal data processing policy and authorize us to process the said data in compliance with the objectives stated hereinabove. You may opt-out from having Hotjar collect your information when visiting our website at any time by visiting HotJars Opt-out page and clicking 'Disable Hotjar'.

For more detailed information on the privacy and to the terms of service please visit <https://www.hotjar.com/privacy>.

The use of Virtual Website Optimizer (VWO)

We use Visual Website Optimizer, a web analysis service of Wingify, Inc. ("VWO"). This is a web analysis service of Wingify, 14th Floor, KLJ Tower North, Netaji Subhash Place, Pitam Pura, Delhi 110034, India.

VWO serves the purpose of testing the user-friendliness of certain sites. Measuring values relating to user behaviour are collected anonymously in the process. We have no possibility whatsoever to assign these anonymous measuring values to your person, for example, by allocation of your IP address or in another way. In order to receive meaningful test results, so-called cookies are used, meaning that the programme uses the function provided for by your browser to temporarily store information and to access it later. When the cookies do not already expire at the end of the session, a maximum of 100 days are available (you can find further details here: <https://vwo.com/knowledge/cookies-used-by-vwo/>).

You can delete the cookies in your browser at any time. In addition to this, the following link offers you the possibility to decline to participate in the tests as a whole: <https://vwo.com/opt-out/>.

You can find more information on data protection at Wingify, Inc. here: <https://vwo.com/terms-conditions/>.

Use of YouTube in advanced data protection mode

We use the provider YouTube to embed videos. The videos were embedded in advanced data protection mode. However, as is the case with most websites, YouTube uses cookies to collect information on the visitors to its website. YouTube uses this information to collect video statistics, prevent fraud and improve user-friendliness. This also leads to a connection being established with the Google DoubleClick network. If you start the video, this may trigger further data processing procedures. We have no influence on this. More information on data privacy at YouTube can be found in its privacy statement at: http://www.youtube.com/t/privacy_at_youtube

Newsletter

We used what is referred to as the double opt-in procedure to send the newsletter, i.e. we will only send a newsletter to you via e-mail if you have expressly confirmed to us beforehand that we should activate the newsletter service. We will then send you a notification e-mail and ask you to confirm that you would like to receive our newsletter by clicking on a link in this e-mail. When you register for our newsletter, we will save your IP address and the date of registration. This data is only saved as proof in the event that a third party misuses your e-mail address to register to receive the newsletter without your knowledge or consent. If you no longer want to receive a newsletter from us at a later date, you can object to this at any time without costs being incurred other than the transmission costs in accordance with the basic tariffs.

Security

We have taken technical and administrative safety precautions to protect your personal data against loss, destruction, manipulation and unauthorised access. All our employees and service providers working for us must comply with the valid data protection laws.

If we collect and process personal data, this data will be encrypted before it is transferred. This means that your data cannot be misused by third parties. Our safety precautions are subject to a constant improvement process and our privacy statements are continually being revised. Please ensure that you have the latest version.

Rights of the parties concerned

Please contact us any time if you would like to know which personal data we store about you and if you want to correct or delete this data. You also have the right to restrict processing (Art. 18 of the GDPR), the right to object to processing (Art. 21 of the GDPR) and the right to transfer data (Art. 20 of the GDPR).

Please contact us directly in these cases.

Changes to this privacy statement

We reserve the right to change our privacy statements, if this is required due to new technologies. Please ensure that you have the latest version. If fundamental changes are made to this privacy statement, we will disclose these changes on our website.

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All interested parties and visitors to our website can contact us regarding data protection issues:

If our data protection officer is unable to deal with your request to your satisfaction, you are entitled to file a complaint to the data protection supervisory authority responsible for your region.

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